



USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

WHATEVER YOU WANT You'll Find It Here

Notice to Advertisers on This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.



Let Uncle Sam
Bring It To You

ART SHOP

HENRY S. BEACH
Importers and Jobbers
Mexican, Chinese, Japanese,
Madeira Linens and Silk Embroid-
eries, Laces, Drawnwork, Indian
Goods, Souvenir Goods
384 Flower Plaza, City National
Bank Bldg.
Illustrated Catalogue.

A HOME

IS A GOOD INVESTMENT, WHEN
YOU BUY, GET A GUARANTEED
TITLE
STEWART TITLE GUARANTY
COMPANY
CAPITAL \$200,000

ASSAYING

GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
203 San Francisco St.
P. O. Box 428

AUTOS For Hire

7 Passenger Cars
\$2.00 Per Hour
AUTO LIVERY CO.
316 San Antonio St.
Phone 509-510

AUTO ACCESSORIES

AUTO ACCESSORIES
Klaxon Horns
Columbia Storage Batteries
Vendol Oils and Greases
Enduro Tires
McQuay-Norris Leaky-Piston
Rings
WESTERN MOTOR SUPPLY CO.
315 San Francisco St.

American Laundry

Try Our Service
FAMILY WASH
7c Per Pound.
The only Laundry giving "S. & H."
Green Trading Stamps.
Phone 526.

Auto Service

22 Cars in Service.
25c per passenger not over 20 blocks
\$1.25 PER HOUR.
PHONE 1181.
HENRY AGUIRRE, Mgr.

AUTOMOBILE

LOCK YOUR FORD
More cars are being stolen every
day. We have the only positively
thief proof Steering Wheel Lock on
the market. Locks the steering
gear so car cannot be towed. Un-
pickable. Unbreakable. Price \$6.00
CHAS. A. BARKER Factory Agent
Automobile Specialties
254 N. Kansas, El Paso, Tex.
Phone 1025.

AUTO TOPS

Made to order in the finest and best
equipped factory in the southwest.
Automobile Tops, Seat Covers, Cur-
tains, Floor Coverings, in fact
everything you could possibly want
for trimming your car.
Special attention given to mail or-
ders. Write us for prices.
AUTO TRIMMING & SUPPLY CO.
307 W. San Antonio St. Phone 1635

AUTO STORAGE

Finest Storage Rooms in the City,
former home of Lone Star Motor Co.
Dead storage, a wash a week, per
month \$5.00.
Storage, a wash a week and car
delivered, per month \$8.00.
Complete Repair Department, all
experienced mechanics.
JESSEN & REED,
Cor. Chihuahua and W. San Antonio.
Phone 2342

AUDITORS

EL PASO AUDIT CO.
W. E. Payne, Consulting Accountant
AUDIT—SYSTEMS
ESTATES SETTLED
214 Mills Bldg. El Paso, Tex.
Out-of-town Work given prompt at-
tention

BORDER NATIONAL BANK

Capital\$200,000
Surplus 25,000
4% on Savings
Corner Texas and Stanton

BARBER SHOP

SHAVE 15c
HAIR CUT 35c
Toilet Shaving Parlors
No. 1—108 N. Stanton St.
No. 2—319 N. Oregon St.
No. 3—201 Martin Bldg.
Same old place. Same good service.

BRICK

DON'T PASS UP
Pass-Text Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK CO.



Draughn's Business College.

The Brunswick

The ONE Phonograph which plays
ALL records at their best. It is a
triumph in acoustics.
\$32.50 to \$250.
TERMS IF DESIRED
"Walk a Block and Save a Dollar"
207 S. Stanton. Phone 2402.
RIO GRANDE FURNITURE CO.
207 S. Stanton St. Phone 2802

Call Us by Phone 1367

HATS CLEANED AND BLOCKED
All Work Guaranteed.
Work called for and delivered.
Hats Cleaned and Pressed, \$1.
City Dye Works
304 N. Stanton. El Paso, Texas.

CIGAR STORE

We know that you know our line
is the best.
We have never failed regardless of
test.
Cigars, Cigarettes, Tobacco
PRIMM'S
6—Quality Stores—6

DAIRY

ONE QUART OF MILK EQUALS
\$5.00.
Milk contains all the ingredients
for nutriment in just the right
proportion for a well balanced ration.
For your health's sake, drink
Rich, Pure Milk and Cream from
this Dairy.
AMERICAN DAIRY
Phone 492

Drug Store

We are famous for our fountain—
"Where quality reigns supreme"
Prescriptions carefully and accu-
rately filled. Free delivery to any
part of the city.
UNION DRUG CO.
Trust Bldg.
Cor. Stanton and San Antonio Sts.

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed Wright
343—PHONE—2119

Distilled Water

You owe it to your own health and
that of your family to drink Pure
Distilled Water during the hot sum-
mer months. Order some today.
Cold, Pure and Sparkling—Free from
salt and all impurities.
EL PASO DISTILLED WATER CO.
Phone 499

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.
Watch this page every Saturday.

\$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash
Three Prizes of \$1 Each
Second Prize, \$2 Cash
RULES OF CONTEST

READ
In the 78 Ads. published below are certain misspelled words. Find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertisement in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in The Herald office by 6 p. m. next Wednesday. Winners will be selected by the contest committee, or the contest secretariat. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

Directory Prize Winners last week were: First prize, \$5, to Edgar P. Toups, box 251, Las Cruces, N. M.; second prize, \$2, to Mrs. Lulu Bretz, 2520 Louisville street, El Paso, Tex.; three prizes of \$1 each to Mrs. Edw. Hendee, 614 N. Santa Fe St., El Paso, Tex.; Mrs. Merton Mott, 120 S. Cedar St., Albuquerque, N. M.; Mrs. L. H. Trimble, 439 E. Third St., Tucson, Ariz.

Diamonds

Birth Stones
August
An Ideal Birthday
Gift.
THE JEWEL SHOP
Moonstone
Herald Bldg.

25 Cents

WHY PAY MORE?
Trunks hauled—upstairs or
downstairs 25c
We pack, ship and store goods.
We give "S. & H." Green Trading
Stamps.
Herman Transfer & Storage Co.,
Phone 338
699 Texas St.

Electrical Supplies

When you need new electrical fix-
tures installed or a job of wiring
done, be sure that competent work-
men do it. We carry one of the
most complete stocks of fixtures in
the Southwest.
"If It's Electrical, We Have It"
NATIONAL TELEGRAPHPHONE &
SUPPLY CO.
W. B. Glendon, Pres. & Mgr.
317 Mills St.

FURNITURE

All Kinds of Refrigerators ex-
changed for all kinds of Stoves
WESTERN
FURNITURE CO.
Phone 1482

FLORIST

BERTHA C. THORNHILL
Plants, Choice Cut Flowers for
Banquets, etc.
Special Designs for Funerals
PROMPT DELIVERY
Store Phone 2174, Res. Phone 5322-31
216 Texas St.

FURNITURE PACKING

Expert Packing of
FURNITURE, CUT GLASS AND
CHINA
G. D. HOUSER UPHOLSTERING CO.
700 Texas
Phone 4110

F. & F. Commission Co.

412 Myrtle Avenue.
Drug Store and Confectionery Fix-
tures, Drugs, Chemicals and Drug-
gists Sundries.
WRITE US FOR PRICES AND
TERMS.

"FIVE POINTS"

DRUG STORE
When you have a
sore throat—We de-
liver it with speed!!!
Just Phone 227.
Prescription
Specialists.
The Ideal Pharmacy
at FIVE POINTS.

GARAGE

Store your car with us for \$1.00 per
month, satisfaction guaranteed. Our me-
chanic, Joe Courty, is one of the best in
El Paso. Our charges for repair work
are the lowest in the city. Our big new
garage is open day and night. You
will get perfect service if you leave
your car here.
RICHARDSON'S GARAGE
Corner Second and Kansas. Phone 4740

HAY, Grain And Feed

Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 284

Hardware

Satisfaction
KRACK JACK
SINCE 1895
Phone 1040
KRACKAUER, ZORK & HOWE, S. L.

HEMSTITCHING

ACCORDION PLAITING
Special Attention to Mail Orders
Returns postage paid—Sent for
price list.
DESIGNING—REMODELING—
ALTERATIONS
MISS B. CORUM, Modiste.
32-34 Buckler Bldg. El Paso, Tex.

HUPMOBILES REPAIRED

We know every detail of your HUP.
We can repair your HUP—or any
car—if it can be repaired.
Bring it to us.
TOLTEK GARAGE
422 N. Florence
Phone 5436

H. WELSCH CO.

Automobile Running Board
Canteens and Refrigerators
Sheet Metal Manufacturers and
Jobbers.
NIAGARA FURNACES
3400 Block, Texas St. Phone 694

HAPPINESS

Often times depends on the way our
homes are furnished. Why not make
yours bright and attractive with
handsome new furniture? It will
pay big dividends in happiness and
comfort. We have everything needed
to furnish the home complete, at
prices lower than you find else-
where. Yes, indeed, your credit is
good.
FOUTZ-MOORE FURNITURE CO.
113 N. Stanton St. Phone 573

Hotel Oregon

213 1/2 S. Oregon St. Phone 4910
ONE BLOCK FROM POSTOFFICE
Clean, Cool and Comfortable. Sum-
mer rates now on. All new furni-
ture and linens. Hot and cold water
in every room, plenty of baths. A
place for those who are particular.
No Trouble to Answer Questions.

Housewives Attention

SATURDAY SPECIALS
Fresh churned butter, 5 cents a
quart. All you can drink for a
nickel.
The best butter ever made in El
Paso, fresh from the churn, salted
or unsalted, every day price 55 cents
per pound.
Fresh eggs, cottage cheese, sweet
milk and cream.
SANTARY BUTTER STORE.
402 San Antonio St. Trust Bldg.

ICE!

We cant sell all the Ice—so we sell
only the good kind. Buy a coupon
Book and save money.
Rio Grande Ice & Fuel Co.
PHONE 2256

IDEAL Bookstore

Spanish and Spanish-English Books.
Learn to Speak Spanish.
School Books and Supplies.
Artists' Materials.
306 S. El Paso St. Phone 2744

INSURANCE

Multiple Protection Policies
PACIFIC MUTUAL
LIFE INSURANCE CO.
H. W. SCHROEDER, District Agent
405 Mills Bldg.

Is Your Home Insured?

The hot flames know friends and
you may be the next. Our prices
are the same, but our services are
different.
RAMEY & PORTER
Successors to
RAMEY BROS.
201 Caples Bldg. Phone 613.

KODAK FINISHING

OF QUALITY
The best that we have the largest
and best equipped kodak finishing
plant in El Paso, across you
THE BEST WORK—QUICKEST
SERVICE—MODERATE PRICES
Also kodaks, films, cutlery
and pens.
Open until 10:30 p. m., including
Sundays
J. F. Gandara Photo Supply Co.
108 E. San Antonio St.

LYONS TRANSFER

AND STORAGE CO.
312 South Ochoa Phone 430
BAGGAGE and LIGHT Deliveries.
Up-Town office 117 East Main
Phone 1255.

PACKING AND SHIPPING

at the least possible cost. We pay no rents,
consequently can save you money
on storage. Leave your baggage
checks and bills of lading with us.
Our Slogan, "Flat Rate" on
Moving and Storage

LUNCH

THE WHITE STAR
LUNCH
At 213 S. El Paso St. is now open.
NO WAITING NO TIPPING
Popular Prices. Try It.

Military Alterations

Price Reasonable.
Prompt Service.
MOREHEAD'S BUSY LITTLE
TAILOR SHOP
403 N. Oregon St. Phone 51.

MONEY LOANED

ON LIBERTY BONDS
Also bought, sold, exchanged
SECURITY LOAN CO.
Cor. San Antonio and S. El Paso Sts.
Phone 2754.

MRS. LOCKE

Successor to "Miller Made Co."
208 East Missouri.
Makers of
House Dresses, Aprons, Street
Dresses, Evening Gowns, to fast
suits for Pretty Things women love
to wear.
We will carry out any design
you may care to send us.
Write for Catalog.

OPTICIAN

You can find the misspelled words
easier if you get a pair of "Segall"
fitted glasses.
Need Glasses?
Ask Segall
El Paso Optical Co.
108 Texas, between Mesa and
Oregon Sts.

Paul P. Hammett

REAL ESTATE BROKER
See us for Investments, Income
Property and Best Business
Locations.
Office 204 1/2 Texas St.
HAMMETT BLOCK

Photographs

OF MERIT
Are the kind we make
Buy a home and decorate it with
pictures made at
ALEXANDER'S
STUDIO
108 So. El Paso St.

PANAMA AND STRAW HATS

Cleaned and Blocked.
Our Paric Post Service Is Prompt
and Satisfactory.
EL PASO LAUNDRY
Uptown Office 207 Mills St.

PLUMBING

Why of course
McCHESNEY DOES IT.
Better think of saving your next
Season's Coal Bill.
McChesney's Fire Place Hot Water
Heater will turn the trick for you.
PHONE 2303

RECHARGING

OF GAS TANKS
Will Continue Business as Formerly.
We recharge and exchange all stand-
ard Gas Tanks for lighting automo-
biles, auto trucks and motorcycles,
and for Oxy-Acetylene Welding.
HALF PRICE
Buy at the Factory
EL PASO RECHARGE GAS CO.
1319 East Missouri. Phone 491

Send Us

your Laundry by
Parcel Post. We pay
the return post-
age. We sew on buttons
and darn Sox FREE
ELITE LAUNDRY
CO. Home of
SPICK AND SPAN
Telephone 2177

SLAUGHTER

ELECTRIC & MACHINE CO
Motor Rewinding
Repair Work
Phone 353 300 San Francisco

SEEDS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry Foods.
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton.

Shelton-Payne Arms Co.

317 Texas Street
Headquarters for
SPORTING GOODS.
Women's Bathing Suits Our
Specialty.

Sollie-Peters

Do you know who they are, what
they sell and where they are lo-
cated? That's the name of the big
new furniture store recently opened
at 208 Mills street, with an immense
big stock of new goods that are be-
ing sold at bargain prices. Just to
get acquainted with the trade,
"Your Credit Is Good"

TAILORING

Order your summer clothes now. All
Newest Fabrics, Mohairs, Crapes,
Linen, Palm Beach and Tropical
Worsted. Prices reasonable. Don't
overlook those excellent suits and
suits at great saving.
RICHARD V. PEARSON
110 Texas Street

PIANOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano Store.
211-213 Texas Phone 3538

Piano Case Refinishing

BY FACTORY EXPERT
We are pleased to announce that we
are now in position to take in a
limited amount of outside Piano
Case Refinishing, other than our
own Pianos. We guarantee to turn
out your Piano as good as when it
came from the factory. The very
finest Piano Cases like Steinway—
Everet—and Fischer are our special-
ty.
EL PASO PIANO CO.
215 Texas St. Phone 64.

Plaza Studio

A. F. Weddell, Mgr. Tel. 2163.
For the best results in commercial
Photographs, Kodak Finishing and
Enlarging, try us.
Basement Roberts-Banner Bldg.
El Paso, Tex.

RECHARGING

OF GAS TANKS
Will Continue Business as Formerly.
We recharge and exchange all stand-
ard Gas Tanks for lighting automo-
biles, auto trucks and motorcycles,
and for Oxy-Acetylene Welding.
HALF PRICE
Buy at the Factory
EL PASO RECHARGE GAS CO.
1319 East Missouri. Phone 491

Send Us

your Laundry by
Parcel Post. We pay
the return post-
age. We sew on buttons
and darn Sox FREE
ELITE LAUNDRY
CO. Home of
SPICK AND SPAN
Telephone 2177

SLAUGHTER

ELECTRIC & MACHINE CO
Motor Rewinding
Repair Work
Phone 353 300 San Francisco

SEEDS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry Foods.
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton.

Shelton-Payne Arms Co.

317 Texas Street
Headquarters for
SPORTING GOODS.
Women's Bathing Suits Our
Specialty.

Sollie-Peters

Do you know who they are, what
they sell and where they are lo-
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new furniture store recently opened
at 208 Mills street, with an immense
big stock of new goods that are be-
ing sold at bargain prices. Just to
get acquainted with the trade,
"Your Credit Is Good"

TRUNKS

TRAVELING BAGS, SUIT
CASES AND SMALL LEATHER
GOODS
Made, Repaired and Exchanged
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

Typewriters

Sold, Bought, Rented, Repaired.
Office Supplies, Rubber Stamps.
TYPEWRITER & OFFICE SUPPLY
COMPANY.
Agents for Royal Oliver and
Corona Typewriters.
Phone 522.
216 Mills St. El Paso, Tex.

VULCANIZING

Now is the time to save money on
tires. Let us re-tread your old
casings and repair your blow-outs.
A good piece of re-tread work will
give as much service as a new tire.
All re-tread and section work fully
guaranteed. Out-of-town work so-
lited.
SCOTT VULCANIZING CO.
223 Texas St. Phone 1802.

When Going Away

Be sure your goods, including your
automobile, are stored in a fireproof
warehouse.
Western Trsf. & Stg. Co.
E. H. YALE, Mgr.
Phones 73 & 74. 1125 Texas St.

USE

Globe Mills Flour and Corn Meal
and help the Southwest grow.
In what other section are you
interested?
GLOBE MILLS
EL PASO, TEXAS.

WATCHES

We sell the famous Waltham Khaki
Wrist Watch with "no fuss" strap
and non-explosive, unbreakable
crystal. Built especially for the mili-
tary.
Price, \$21.00.
THE JEWEL SHOP.
Herald Bldg. Mail Orders.

WELDING

THE EXPERT KIND
Scored cylinder made new by the
Alloy Process. No re-grinding to
over size.
BROWN WELDING CO